

Smart Media Group - Alexandria  
814 King St  
Alexandria VA 22314

Pat McCrory /R/ Governor/ NC  
Submission Number 393 Issue 4



**WSPA-TV**  
250 International Dr.  
Spartanburg SC 29303-6698  
(864) 576-7777 FAX (864) 587-4480

Original

Client:	Pat McCrory /R/ Governor/ NC	Submission Cost:	20370	Campaign Ref:	E:120703008
Buyer:	NC	Client/Product/Estimate:	MCCRO /ORDR /C29N06	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/29/12 to 11/11/12	Weeks:	2	Order Ref:	06217721
Est./PO Number:	06217721	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	McCrory 4 NC Gov	Booking Group:	WSPA	Key Market:	Greenville Spartanburg Asheville
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
1	M-F 3p ET / 2p CT Let's Make A Deal ....F..	05	150	30 Comme	Nbr of Spots	1	1	150
2	M-F 4-5p Judge Judy ....F..	04	225	30 Comme	Nbr of Spots	1	1	225
3	M-F 1135p ET / 1035p CT Late Show M.....	06	170	30 Comme	Nbr of Spots	1	1	340
4	M-F 3p ET / 2p CT Let's Make A Deal M.....	05	150	30 Comme	Nbr of Spots	1	1	300
5	M-F 4-5p Judge Judy M.....	04	225	30 Comme	Nbr of Spots	1	1	450
6	M-F 9a Dr Phil M.....	05	150	30 Comme	Nbr of Spots	1	1	150
8	Sat 8-9p .....S.	08		30 Comme	Nbr of Spots	1	1	
10	M-F 1135p ET / 1035p CT Late Show	06	170	30	Nbr of Spots	1	1	170
Weekly Totals:					46	13	59	
Closed PR					1		1	

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11	M-F 3p ET / 2p CT Let's Make A Deal ...T....	05	150	30 Comme	Nbr of Spots 1		1	150
12	M-F 4-5p Judge Judy ...T....	04	225	30 Comme	Nbr of Spots 1		1	225
13	Tue 10p ET / 9p CT Vegas .T.....	05	1200	30 Comme	Nbr of Spots 1		1	1200
14	M-F 1135p ET / 1035p CT Late Show .T.....	06	170	30 Comme	Nbr of Spots 1		1	170
15	M-F 3p ET / 2p CT Let's Make A Deal .T.....	05	150	30 Comme	Nbr of Spots 1		1	150
16	M-F 4-5p Judge Judy .T.....	04	225	30 Comme	Nbr of Spots 1		1	225
17	M-F 3p ET / 2p CT Let's Make A Deal ..W....	05	150	30 Comme	Nbr of Spots 1		1	150
18	M-F 4-5p Judge Judy ..W....	04	225	30 Comme	Nbr of Spots 1		1	225
19	M-F 9a Dr Phil ..W....	05	150	30 Comme	Nbr of Spots 1		1	150
21	Fri 10p ET / 9p CT Blue Bloods ....F..	05	1200	30 Comme	Nbr of Spots 1		1	1200
Weekly Totals: Total Spots(Ord Spots)					46	13	59	
Closed PR					1		1	

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Buyer:	NC	Client/Product/Estimate:	MCCRO /ORDR /C29N06	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/29/12 to 11/11/12	Weeks:	2	Order Ref:	06217721
Est./PO Number:	06217721	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
22	M-F 1135p ET / 1035p CT Late Show ...F..	06	170	30 Comme	Nbr of Spots 1		1	170
23	M-F 530a News ...F..	04	140	30 Comme	Nbr of Spots 1		1	140
24	M-F 6a News ...F..	04	250	30 Comme	Nbr of Spots 1		1	250
25	M-F 7a CBS This Morning ...F..	04	200	30 Comme	Nbr of Spots 1		1	200
26	M-F 9a Dr Phil ...F..	05	150	30 Comme	Nbr of Spots 1		1	150
27	Fri 9p ET / 8p CT Made In Jersey ...F..	05	900	30 Comme	Nbr of Spots 1		1	900
28	M-F 530a News M.....	04	140	30 Comme	Nbr of Spots 1		1	280
29	M-F 6a News M.....	04	250	30 Comme	Nbr of Spots 1		1	500
30	M-F 7a CBS This Morning M.....	04	200	30 Comme	Nbr of Spots 1		1	400
31	M-F 9a Dr Phil M.....	05	150	30 Comme	Nbr of Spots 1		1	150
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Closed PR					1		1	

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<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
33	Sat 8p ET / 7p CT CBS College Football .....S.	05	1000	30 Comme	Nbr of Spots	1	1	1000
34	Sat 8p ET / 7p CT CBS College Football .....S.	05	1000	30 Comme	Nbr of Spots	1	1	1000
35	Sun 1030a ET / 930a CT Face The Nation .....S	05	275	30 Comme	Nbr of Spots	1	1	275
36	Sun 9a ET / 8a CT CBS Sunday Morning News .....S	04	275	30 Comme	Nbr of Spots	1	1	275
37	M-F 530a News ...T...	04	140	30 Comme	Nbr of Spots	1	1	140
38	M-F 6a News ...T...	04	250	30 Comme	Nbr of Spots	1	1	250
39	M-F 7a CBS This Morning ...T...	04	200	30 Comme	Nbr of Spots	1	1	200
40	M-F 9a Dr Phil ...T...	05	150	30 Comme	Nbr of Spots	1	1	150
41	M-F 530a News ..T....	04	140	30 Comme	Nbr of Spots	1	2	280
<b>Weekly Totals:</b>					<b>Total Spots(Ord Spots)</b>	46	13	59
<b>Closed PR</b>						1		

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Ref	Sales Product Details	Rev Type			Rate	Spot Type		10/29	11/05	Total	Cost
42	M-F 6a News ..T.....	04			250	30 Comme	Nbr of Spots	1	1	2	500
43	M-F 7a CBS This Morning ..T.....	04			200	30 Comme	Nbr of Spots	1	1	2	400
44	Tue 8p ET / 7p CT NCIS ..T.....	04			2500	30 Comme	Nbr of Spots	1		1	2500
45	M-F 9a Dr Phil ..T.....	05			150	30 Comme	Nbr of Spots	1	1	2	300
46	Tue 9p ET / 8p CT NCIS Los Angeles ..T.....	05			1900	30 Comme	Nbr of Spots	1		1	1900
47	Wed 10p ET / 9p CT CSI ..W....	06			1200	30 Comme	Nbr of Spots	1		1	1200
48	M-F 1135p ET / 1035p CT Late Show ..W....	06			170	30 Comme	Nbr of Spots	1		1	170
49	M-F 530a News ..W....	04			140	30 Comme	Nbr of Spots	1		1	140
50	M-F 6a News ..W....	04			250	30 Comme	Nbr of Spots	1		1	250
51	M-F 7a CBS This Morning ..W....	04			200	30 Comme	Nbr of Spots	1		1	200
Weekly Totals: Total Spots(Ord Spots)								46	13	59	
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Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
52	Sat 1135p Panthers Huddle .....S.	04	70	30 Comme	Nbr of Spots 1		1	70
53	M-F 3p ET / 2p CT Let's Make A Deal MT.....	05	150	30 Comme	Nbr of Spots 1		1	150
54	M-F 730p Scene On 7 M.....	06	250	30 Comme	Nbr of Spots 1		1	250

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Closed PR	1		1	

Pre-emption Summary

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
8	Sat 8-9p	:30 Commercial	10/29/12	Closed Pre Emption	400.00	53 (11/06), 54 (11/05)	0000177696	

Grand Totals

Totals		10/29	11/05
Spots	59	46	13
Cost	20370	17945	2425

Grand Totals:

Spots:	59
Gross Total:	20,370.00
Commission:	3,055.50

Net Total:

17,314.50